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TO AMEMBASSY CAIRO

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BEIRUT FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, EG, LE

SUBJ: PROMOTIONAL EVENTS AND MARKET RESEARCH FOR EGYPT

REF: CAIRO 1394

SUMMARY: EGYPT WILL NOT RPT NOT BE INCLUDED ON ITINERARY OF DECEMBER
PRINTING AND GRAPHIC ARTS EQUIPMENT TRADE MISSION. EMBASSY OR
CONTRACTOR RESEARCH SHOULD BE RELATED, INTER ALIA, TO THREE PROMOTION

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AL EVENTS UNDER CONSIDERATION FOR FY 75 AND 76. MARKET RESEARCH
OFFICER (MRO) WILL VISIT CAIRO APRIL 19-26. AWAITING EMBASSY'S LIST
OF RECOMMENDED RESEARCH THEMES. END SUMMARY.

1. EGYPT WOULD HAVE BEEN EXTRA STOP FOR PRINTING AND GRAPHIC ARTS
EQUIPMENT TRADE MISSION (TM) SCHEDULED VISIT NUMBER OF AFRICAN
COUNTRIES DECEMBER 1974. WE APPRECIATE EMBASSY'S PRELIMINARY
ASSESSMENT OF THINNESS OF EGYPTIAN MARKET AND POSSIBILITY DECEMBER
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TM MIGHT DETRACT FROM IMPACT OR PRIATE US PARTICIPATION IN

OFFICE EQUIPMENT SYMPOSIUM-EXHIBITION. WE THINK IT BETTER, ON BALANCE

,
NOT RPT NOT SCHEDULE USDOC TM FOR DECEMBER. IF RESEARCH JUSTIFIES, WE
CAN SCHEDULE SUITABLE PROMOTIONAL EVENT ON THIS THEME AT LATER DATE.

2. FYI, DR. EZZAT S.EL-ALFI, ASSOCIATE DEAN, SCHOOL OF BUEINSS
AND PUBLIC MANAGEMENT, FEDERAL CITY COLLEGE, WASHINGTON, D.C.,
WILL BE IN CAIRO ON PRIATE BUEINSS FOR ONE WEEK AFTER APRIL 23.
PLANS CALL ON EDMONDS. WE WILL APPRECIATE ANY SUBSEQUENT COMMENTS
BY EMBASSY ON HIS AVILITY TO MARKET RESEARCH-IN ADDITION TO
HELPFUL REMAKRS OF REFTEL. NOTE: EL-ALF CLAIMS DUAL U.S.-EGYPTIAN
CITIZENSHIP.

3. POST MAY FIND IT HELPFUL, IN DRAWING UP THEMES FOR POST-CONDUCTED
OR CONTRACTED MARKET RESEARCH, TO HAVE IN MIND FOLLOWING PROMOTIONAL
EVENTS WE ARE CONSIDERING FOR EGYPT:

A. MARCH 1975-TRADE MISSION ON SPECIALIZED RAILWAY EQUIPMENT-
ALSO TO VISIT SAUDI ARABIA AND JORDAN WITH IRAQ AND SYRIA AS
ALTERNATES.

B. FY 76-- TECHNICAL SALES SEMINAR: FOOD PROCESSING EQUIPMENT--
ALSO TO VISIT LEBANON AND IRAN.

C. FY76-- TECHNICAL SALES SEMINAR: COTTON GINNING/TEXTILE
MANUFACTURING EQUIPMENT--ALSO TO VISIT TURKEY.

4. WE PLAN HAVE MRO PATRICK KILLOUGH, DURING TDY CAIRO TENTATIVELY
SCHEDULED APRIL 19-26, DO BRIEF MARKET STUDY ON RAILROAD EQUIPMENT
FOLLOWING UP ON EDMONDS' RECENT INITIATIVES. ON SAME OCCASION,
KILLOUGH COULD ASSIST EMBASSY AND/OR RTDO INITIATE POST-CONDUCTED OR
CONTRACTED STUDIES ON OTHER THHEMES.

5. AFTER RECEIPT AND REVIEW OF EMBASSY'S RECOMMENDATIONS OF (A)
THEMES FOR FURTHER RESEARCH AND (B) WHETHER TO CALL FOR TENDERS
FROM RESEARCHERS IN CAIRO, WILL SEND RESEARCH SPECIFICATIONS AND
TENDER INDSTRUCTIONS.

DECLAS 12/31/74. RUSH

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